

More Serious Thought MUST Be Given To Sound!

Make Sure Your
Staff Reads ALL of
Publix Opinion

Publix Opinion

The Official Voice of Publix

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Staff Reads ALL of
Publix Opinion

Vol. III

Publix Theatres Corporation, Paramount Building, New York, Week of October 25th, 1929

No. 7

NEW PRE-VIEW IDEA WILL ADD VIGOR TO PUBLIX SALES EFFORT

NEED OF MORE CAREFUL SOUND SURVEILLANCE STRESSED BY MR. KATZ

"We are not giving enough serious thought to the subject of sound in our theatres. This is a matter of major importance and which cannot be stressed too heavily!"

This declaration was made by President Sam Katz during the last session of his executive cabinet.

A survey made by PUBLIX OPINION indicates that in only 25 per cent of Publix Theatres do the recipients of PUBLIX OPINION read a typewritten copy of the column "Sound Tips," to the projectionists.

David J. Chatkin, General Director of Theatre Management, declares that this be done every week in every theatre hereafter.

"The projectionists are not particularly interested in the entire contents of the newspapers," he says. "But they are vitally interested in 'Sound Tips,' and every projectionist in Publix should get it, via his house manager."

"Publix Theatres were the first to recognize the principle that sound and pictures, as marvelous as they are, are no better than their projection. In other words, the technical process of making and

MANAGERS ATTENTION!

At the last meeting of Mr. Katz' cabinet, nearly half of the time was allotted to a discussion of PUBLIX OPINION. The fact that Messrs. Katz, Dembov, Chatkin, Botsford and other cabinet executives considered the contents of this publication so valuable as to warrant devoting so much of their time to it, is an illuminating commentary on its worth as an effective idea-exchange and news medium.

THEY consider it valuable because of its value to YOU and your STAFF. READ IT CAREFULLY YOURSELF AND ENCOURAGE ALL YOUR EMPLOYEES TO READ IT. Explain its significance to them. Not only will it help them to better fill their present job but it furnishes them with one of the surest means of development and advancement in this business.

There is something of value in PUBLIX OPINION for EVERYBODY connected with your theatre, from yourself down to your ushers and other employees. See to it that it is made available to them. If you need more copies to do so, notify us and they will be sent to you.

recording such films is only half of the battle.

Publix Leadership
"A perfectly recorded picture is worthless unless the perfection of its manufacture is matched or exceeded by perfection of projection. "Publix was first to inaugurate

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LLOYD OPENS—AND HOW!

With lines extending fully two-blocks around the theatre, Harold Lloyd opened in his first talkie "Welcome Danger" at the Rivoli Theatre on Saturday morning in one of the biggest smash openings Broadway has seen in many a year. The doors opened at 9:30 a. m. and a number of people must have foregone their breakfast inasmuch as the line had formed in front of the box office fully an hour before opening time.

It was a riot from the first flicker. Laugh after laugh rocked the building all day long like continuous waves. Manager Wright of the Rivoli is fully convinced that the picture would stay there until next Labor Day at least, if bookings permitted it.

RADIO AND ANNIVERSARY TRAILERS WILL BOOST THEATRES' BIRTHDAYS

By tie-ing in with the Paramount-Publix Radio Hour, and by means of animated and synchronized cartoon trailers especially prepared for the purpose, the anniversaries of Publix de luxe theatres will be broadcast and emphasized throughout the entire circuit.

'SWEETIE HOUR' ON THE AIR TO-MORROW

The Paramount-Publix hour for tomorrow night, (Oct. 26) will be known as the "Sweetie" hour and all the snap and pep of this marvelous Paramount Picture will be transmitted to radio listeners throughout the country over the Columbia Broadcasting system.

The "Sweetie" hour will be, by far, the most striking yet attempted on the air by the Paramount-Publix radio officials. The hour will have a musical comedy flavor with a collegiate background. It is dedicated to the youth of America but there will be plenty of entertainment for the old as well as the young.

Neal O'Hara, famous wise-cracking columnist, has written a special continuity for the program. In this background of sparkling humor will be introduced the song hits of the picture: "My Sweetest Than Sweet," which Nancy Carroll

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MANAGERS TO SEE ALL FILMS 3 TO 6 WEEKS BEFORE PLAYING DATE

Plans for advance screenings throughout the country to enable Publix showmen to execute intelligent and vigorous ticket selling campaigns for coming product are being consummated rapidly under the direction of William Saal, Director of the Film Buying and Booking Department.

MONDAY SLUMP SOLUTIONS ANALYZED

Between 80 and 90 per cent of the Publix showmen have responded to the demand of President Sam Katz for remedies for the "Blue Monday" slump in business. Additional letters continue to arrive daily and it is expected that the massed brain-power of the entire personnel on this subject will be available shortly.

Vivian Moses, who recently became identified with home office activities and whose years of experience particularly qualify him for the work, has been assigned by Mr. Katz to devote his entire time and effort to the "Blue Monday" problem.

Analyzes Letters
He has analyzed each of the letters received, individually and by groups, has referred the contents of those from each division to the director of that division and will personally reply to each showman who has written, discussing the particular situation revealed in the operation of that showman.

"Although the letters received indicate a unanimity of ideas concerning basis measures, it is apparent that there is no universal remedy for the evil," Mr. Moses said.

"Added attractions seem to be the solution to the problem in some districts, while other managers declare that such a move would be very unwise in their theatres. Nearly all, of course, are definitely against any cut in prices, with exception of an hour's extension of morning rates for shoppers' matinees, which was suggested by several.

Outline Later
"Tie-ups with retail stores in Monday merchandising campaigns have been suggested frequently, with a large group of ideas concerning special nights for lodges,

(Continued on page 2)

Arrangements have been made with Paramount to obtain a dozen prints of each picture, from three to six weeks in advance of release dates.

These will be circulated to the managers in the field over a definite route and schedule, details of which are now being worked out by Mr. Saal.

Smaller Towns, Too
In addition, these prints will be available for a similar purpose for at least thirty days after they have completed the circuit of major towns and key cities, at which time they will be sent into smaller places under a schedule to be established later.

As quickly as the details of the working plan with Paramount product have been set, identical arrangement will be made with other producing companies for such of their pictures as are purchased for Publix showing.

A warning that these advance showings must be restricted to managers and their organizations was issued by President Sam Katz during discussion of the plan at his weekly cabinet meeting.

"No Outsiders"
"These screenings are not intended for outsiders," declared Mr. Katz. "It is purely a merchandising effort and it must be understood as such throughout the field. There must be no parties, no previews for the press, no exploitation stunts in connection with these pre-release showings."

"The thought behind this scheme is to facilitate the preparation and execution of ticket selling campaigns for coming product, to

(Continued on page 2)

PUBLIX BOOKS "RIO RITA"

From the office of William Saal, Director of Film Buying and Booking, comes the glad tidings that "Rio Rita," Ziegfeld's wow musical comedy with Bebe Daniels and John Boles that is packing Broadway at \$2, has been booked for the entire Publix circuit. Watch for it, boys! If it doesn't make the shekels clink at the box office, nothing will.

NEW DANVILLE THEATRES OPENED

Everybody in Danville, Illinois, and everyone else within a radius of 40 miles knows that Publix Great States has opened the New Fischer and Palace Theatres in that city. These houses were taken over by Publix and were completely rebuilt with the result that the Palace is a very attractive house offering sound pictures, and the New Fischer a deluxe house presenting talking pictures and stage band shows.

Tom Ronan, the General Manager at Danville and Madeline Woods, Director of Publicity for Publix Great States, arranged an extensive campaign which was carried on for three weeks in advance of the opening. Special institutional ads were run in the newspapers, and Manager Ronan obtained the co-operation of merchants within a four block radius of this theatre. They all contributed funds for street decorations. The entire four blocks were strung with electric lights.

Each line of lights extending across the street and between each light hung pennants with copy reading — "Welcome Publix" — "Welcome New Fischer" — "Welcome Palace" — etc. (Both theatres are in the same block.) Every candy store in town offered "Publix Sundaes" and "Johnny Perkins shakes" as Perkins was master of ceremonies on the opening bill.

Telephone Campaign

Every store in town had a window card to welcome Publix with a symbol in the form of a hand clasp labeled Danville merchants and Publix. The smaller towns were thoroughly billed and a rural telephone campaign was conducted by means of the alarm ring, the operator then announcing the opening of the New Fischer and Palace.

The newspaper got out a section with co-operative advertising from numerous merchants. Even the opposition theatre in town ran a half page.

Letters were sent to the coast to all stars who appear in the feature pictures which are booked for the first month at the New Fischer, and each star was requested to send a congratulatory wire to the theatre and to mention his picture. Every star responded.

In addition, prominent persons in New York such as Paul Ash, Paul Whiteman, Al Jolson, Eddie Cantor and others were asked to send wires to Johnny Perkins, and with the co-operation of the New York Publicity Department, all these celebrities responded. All these wires covered two large three sheet boards which were prepared by the staff artist at the New Fischer and these were placed conspicuously in front of the theatre.

Flowers to Hospital

Ushers were provided with cards which were given to patrons advertising the exceptional Publix service which would be accorded to everyone who attended Danville Publix Theatres.

Manager Ronan made himself popular with innumerable business concerns in town and a great number of these sent huge baskets and bouquets of flowers for the opening. The following day all these flowers were sent to the local hospitals, and this got a big story in the newspaper together with photographs of the Manager surrounded by the largest of the floral contributions.

Although Danville is a town of only 30,000 people and the deluxe house has only 1,100 seats, the opening was as pretentious and effective as might be accorded in a million dollar movie palace in a metropolis, and the only expenditure was the newspaper advertising and the bill posting as the contributions from merchants paid for all the street decorations and lights which will remain intact for one month.

PREVIEWS ADD VIGOR TO SALES

(Continued from page 1)

enable managers and their associates to select average attractions for exceptional merchandising efforts and to intelligently outline adequate exploitation for all pictures.

"That can only be accomplished in full by restricting the screenings to the theatre staffs and by concentrating on the idea of ticket sales. It would defeat the purpose of the plan to introduce other angles."

Mr. Chatkin will forward complete details of how to handle these pre-views to division and district managers as soon as the plans are definitely set.

TRAILERS, RADIO, BOOST BIRTHDAYS

(Continued from page 1)

contain the special local copy that has reference to the individual theatres. The trailers will, of course, be shown in advance of the anniversary to advertise for special occasion.

Although, so far, plans have definitely been worked out for only the three Eastern theatres, the same will be done with all Publix de luxe theatres throughout the circuit that have been built within the past five years, such as the "Denver," "Minneapolis," "Minneapolis," "Texas," "San Antonio," the "Metropolitan" and "Kirby," Houston," the "Worth," Ft. Worth, the "Seattle," the "Portland" and many others.

NEED OF SOUND SURVEILLANCE STRESSED

(Continued from page 1)

the system of planting trained observers in various parts of the theatre at every show to insure improvement in sound projection results.

"Publix was first to establish a special department to study problems of sound projection and to train projectionists and give them the advantage of constant research on the subject."

"PUBLIX OPINION is doing its share in this work by publishing a weekly column of 'Sound Tips,' prepared by Harry Rubin, director of the Publix Department of Sound and Projection. These keep the Publix projectionists informed about the very newest developments in their work—IF THEY READ THEM."

Research Necessary

"Publix showmen are not concerned, primarily, with the production of sound films.

"That is up to the producers. But we are concerned with the problems of correct projection, and unless we keep step with producers in the matter of improvements, the value of their work is lost."

"This can only be done by constant research into the various details of sound projection and by keeping in touch with the discoveries and inventions of scientists everywhere. These things are being done under the direc-

tion of Harry Rubin. What are you doing to pass this information to the men who need it?"

Thirty of these "Sound Tip" articles by Harry Rubin have been published in PUBLIX OPINION. If your operators have not seen ALL of them, get out your back numbers of this newspaper, have your stenographer copy the articles that they have missed and give them to the operators AT ONCE.

Beginning today, SEE THAT A COPY OF THE "SOUND TIPS" COLUMN GOES TO YOUR PROJECTION ROOM EVERY WEEK!

MONDAY SLUMP SOLUTIONS ANALYZED

(Continued from page 1)

schools, societies or industrial units, and stunt nights.

"Almost every idea advanced, however, has received opposition in some other quarter, so that it appears the problem will have to be tackled from a local angle to a considerable extent. To this end, when we have thoroughly analyzed the material at hand, we will work out a comprehensive outline of the situation, making remedies suggested in one quarter available to other districts in which they are applicable."

"A manual prepared by Lem Stewart, which acts as a handy review of measures particularly applicable to Monday business building, has already been distributed to division directors. This is a quick first-aid measure only; remedies applicable to individual houses will be forthcoming later."

'SWEETIE HOUR' ON THE AIR TO-MORROW

(Continued from page 1)

sings so charmingly on the screen Helen Kane's two smash numbers "He's So Unusual" and "I Think You'll Like It" and Jack Oakie's famous "Alma Mammy" song.

"Sweetie" has been termed the "Good News" of the screen and all preparations for the "Sweetie" hour have been directed toward picturing, on the air, all of the fun, music and spirit of the picture.

In addition to all this pep and comedy, timely news feature of the day will be introduced. Such celebrities as "Bliff" Jones, coach of the West Point football team and Major General W. R. Smith, superintendent at the United States Military Academy, will be guests of honor.

The Paramount Sound News man, of course, will be on the job, this time to give football scores and tell the highlights of the major football victories. David Mendoza, and the Paramount Radio Orchestra, will mix the tuneful selections from "Sweetie" with popular dance music and school songs of universities all over the country. The Paramount Four also will sing.

Tune in Saturday night on the Columbia Chain if you want to hear the snappiest hour that has ever put on the air. The hour will be broadcast as usual between 10 and 11 o'clock Eastern Standard Time.

DANVILLE WELCOMES NEW THEATRE

Below are reproduced tear sheets and clippings from the Danville, Ill., Commercial-News, on the occasion of the reopening of the rebuilt Fischer Theatre there as a Publix operation. A more detailed account of the splendid campaign is given in an adjoining column.

SOUND TRAIN WELCOMED IN CHICAGO

Publix-Balaban & Katz Theatre staged an eye-catching celebration to bring into Chicago the Entertainment Special. Two weeks ago, the first stunt which was a large parade from south part of the city, through south boulevard system, down to the City Hall, in the heart of the loop, headed by motorcycle men.

The de-luxe musical troubadour met at that centrally-located building by Chris Paschen, Chicago's building commissioner, who had for pictures with Mr. Harry Balaban, representing the firm, thanked him for loaning the film in conjunction with his Annual Christmas Benefit Fund drive, which is scheduled to begin soon. A newsreel shot was taken of the parade and reception to be on the loop theater screens coming week. Announcements were made via microphone, accordingly, informing the large crowds of the fact. This announcement was followed by a speech by Mr. Paschen in which he thanked Balaban & Katz for their timely aid with their "Horse of Charity."

After several days of institutional ballyhoo throughout the city, the car was taken over to publicize the opening of the Dearborn theater.

For the second week, the Herald Examiner, a daily paper, sponsored a city-wide tour and announced daily, with stories and pictures, that the Sound Train would re-broadcast the reception of the World Series' returns, as broadcast by the Herald Examiner on station KYW-KFKX. Between innings of this exciting contest between Chicago's home team and the Philadelphia Athletics, announcements were made of programs in theatres in whose localities the car might be at the time. Tie-ups have been arranged with Brunswick, Victor, Columbia and Vocalion dealers for the latter to furnish records of theme songs of current productions, during the Special's stay in Chicago. Ready tie-ups have also been arranged with music publishers to print sales-copy and theater data on the reverse sides of title-pages of current theme songs. These are distributed to the crowds of the usher attending the Entertainment Special.

MEET THE BOYS!

To promote acquaintance, respect and mutual understanding of the splendid individuals who comprise Publix, these one-minute biographies are offered. They're not printed as vanity ticklers for the showmen here portrayed. We want the photo and biography of everyone in Publix.

Jerome Zigmond

Jerome Zigmond, a recent graduate of the Managers School, acquired his first theatre experience as usher in the Rialto, Denver. He showed an aptitude for the theatre and a few months later was promoted to assistant manager of that house. Later, Zigmond was assigned as assistant manager of the Victory, Denver, and two months later received his first managerial post at the Victory. He left that theatre a few months later to matriculate at the Managers School. When he was graduated, he was sent to the Paramount, Los Angeles, as assistant manager, his present post.

Jerome Zigmond

Sigmond is a graduate of Denver and Chicago Universities.

Floyd F. Smith

Floyd F. Smith, a graduate of the University of Kansas, entered the employ of Publix as assistant manager of the Palace, Memphis, after having held managerial positions with Loew's, Inc., in numerous cities. During his early schooling, Smith worked as an usher for the Peoples Amusement Company.

Floyd F. Smith

His present managerial assignment is at the Tivoli, Chattanooga, Tenn. Previous to this position he was manager of the Kirby in Houston, Texas.

Paul Short

Paul Short, manager of the Rialto, Chattanooga, Tenn., is a graduate of the University of North Carolina, majoring in chemistry. Besides his experience in the theatre, Short has spent some time in the pharmaceutical business and realty activities.

His present assignment is his first with Publix. He gained his elementary theatre knowledge in the employ of the Arthur Lucas Theatres in Georgia and North Carolina.

Paul Short

in the employ of the Arthur Lucas Theatres in Georgia and North Carolina.

Alfred F. Weiss Jr.

Alfred F. Weiss, Jr., obtained his early theatre experience in the employ of the Rialto Amusement Company in numerous capacities, from usher to manager.

He affiliated himself with Publix in 1924 as assistant manager of the Fairfax, Miami. Two years later he received his first Publix managerial assignment at the Olympia, Miami. Weiss, after remaining

at this theatre for more than a year, was transferred to Palm Beach as City Manager and later became manager of the Florida, Jacksonville, Fla., his present assignment.

Al. F. Weiss Jr.

Roy E. Slentz

Roy E. Slentz entered Publix in November, 1923, after selling his independently owned theatre. His first assignment was at the Palace, Fort Worth, as manager. His assignments following, with the exception of a brief retirement from the organization, were manager of numerous theatres in Denver; the Rialto and Colorado theatres in Pueblo, the Rialto, Colorado Springs, and city manager of the Rialto and Victory theatres in Denver. His present post is at the Colorado in Pueblo.

Roy E. Slentz

Colorado Springs, and city manager of the Rialto and Victory theatres in Denver. His present post is at the Colorado in Pueblo.

Morris Simms

Morris Simms, manager of the Olympia, New Bedford, Mass., became identified with the theatre industry in 1922, as bill poster for the Gordon Theatres, Inc., at their Brockton Theatre in Brockton, Mass. While in this capacity, Simms acquired considerable knowledge of theatre management and two years later was appointed assistant manager of that theatre. He remained at this theatre when Publix took it over and was transferred to manage the Strand, Brockton, from where he was assigned to his present post.

Morris Simms

that theatre. He remained at this theatre when Publix took it over and was transferred to manage the Strand, Brockton, from where he was assigned to his present post.

SCHOOL CLASS HEARS TALKS ON THEATRE

The first week of the sixth session of the Managers Training School featured talks on organization policy, insurance, ventilation and air conditioning, and buying and booking.

The class of 31, composed only of experienced theatre men, gathered in class for the first time on Tuesday, and listened to an introductory talk by Elmer Levine, Director of the school. The qualities of a manager, how to build and maintain merchandising, equipment and maintenance files, were stressed.

The talk on policy which followed was given by Milton H. Feld, Division Director of Theatre Management. He covered in detail the meaning of policy and the elements which make it up, stressing particularly the manager as a business man. In the broader sense, he considered policy of management with respect to locality of theatre, type of patronage, and type of program.

Insurance was covered the following day by Henry Anderson, Director of the insurance department. He explained in detail the nine different forms of insurance in theatre work and how the managers tie in with the insurance department.

The same afternoon A. C. Buensod, engineer of the Carrier Engineering Co. delivered a series of lectures on air conditioning and ventilation. Also, a lecture on ventilating systems other than those used for refrigeration was given by W. Hirschfeld. This was followed, the next day, with talks on buying and booking by William Saal, Burt Kelly, and Leon Netter of the department of film buying and booking.

Chair equipment and maintenance came in for consideration Friday afternoon. The week ended with an introduction to the course in Projection, which started Monday, Oct. 21.

MISS KANE IN NEW YORK

Helen Kane has arrived in New York from the Paramount studio, Hollywood, where she completed a featured role in "Sweetie."

MORAN & MACK HOUR GIVEN BIG PLUG

The Moran & Mack radio hour was broadcast into the street from loud speakers in approximately 500 radio stores in New York by means of a tie-up effected with the Kolster Radio Company by J. C. Furman, publicity man for the Rialto Theatre, where "Why Bring That Up?" is being featured. Large cards and window streamers, with heads of the two comedians and copy concerning their broadcast and the engagement of their feature picture at the Rialto, were displayed in the windows of the 500 Kolster stores one week before the broadcast. In addition, a large display on the radio hour and the picture was on view in the Kolster booth during the radio show at Madison Square Garden.

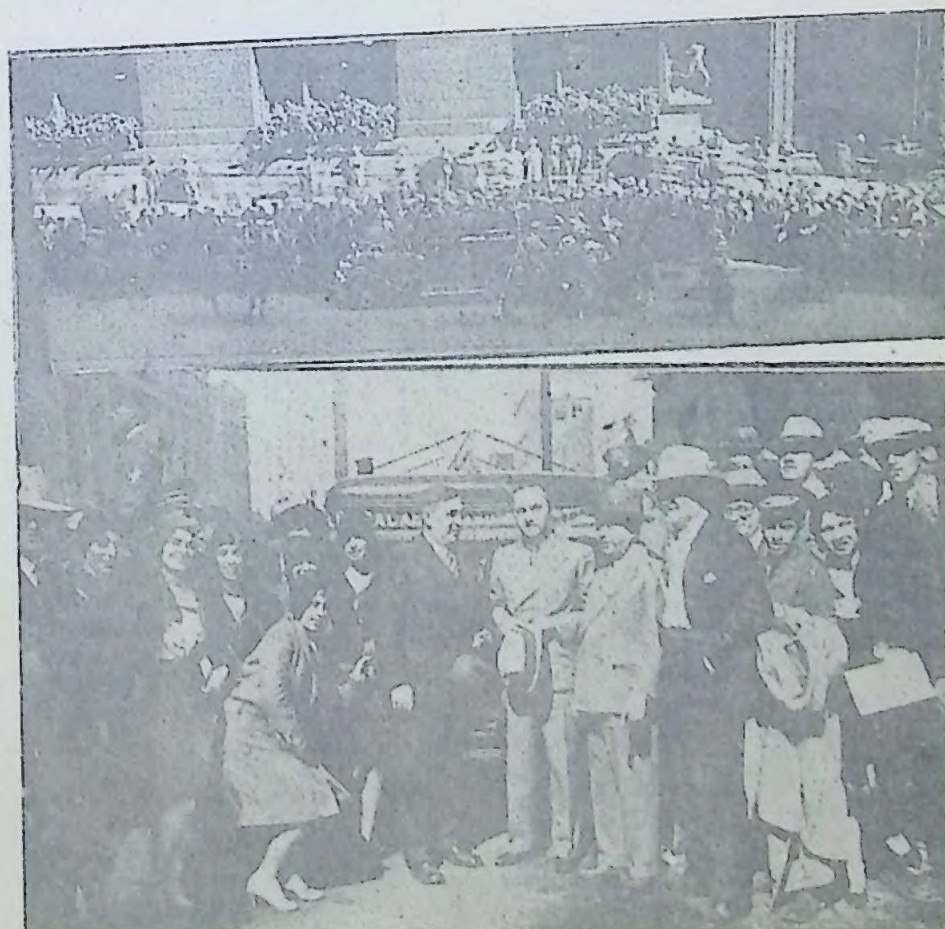
Kolster radio sets were furnished for the lobbies of the Rialto and Rivoli Theatres and for the music room of the Paramount. Properly placarded, they were in position several days before the broadcast. In theatres and through dealers, 70,000 co-operative heralds were distributed.

McKENNA REPLACES ROY.

John McKenna, formerly manager of the Imperial, Columbia, S. C., has succeeded A. M. Roy as manager of the Tampa Theatre, Tampa, Fla. J. D. Moody has been assigned to the Imperial.

CHICAGO WELCOMES PUBLIX SOUND TRAIN!

Chicago turned out in force to welcome the Publix Entertainment Special when it arrived there. The top picture shows the enthusiastic crowds that greeted the train in front of the City Hall. Below are seen Harry Balaban, and Wm. K. Hollander of Publix-Balaban & Katz with the president of the Christmas Fund with which worthy enterprise the sound-train was effectively tied-up.



EXPLOITING THE SOUND CAR

Following suggestion in the Entertainment Special manual for tying up with a telegraph company to announce the arrival of the Sound Car, Madeline Woods of the Publix-Great States circuit sold the idea to Postal with the result pictured below. Postal paid expenses of printing of the big 21 by 16 inch blanks. An actual message must be sent to each local manager by the district manager, however, before the enlargements are made available for use in lobby frames and store windows.

Postal Telegraph

CH 151 CH B 42 Blue

SA CHICAGO ILLINOIS OCTOBER 16 1929

J. P. HOFFLER

MANAGER PUBLIX WASHINGTON THEATRE

QUINCY ILLINOIS

PUBLIX ENTERTAINMENT SPECIAL ARRIVES IN YOUR CITY THURSDAY OCTOBER SEVENTEENTH STOP THIS DELUXE LIMOUSINE BRINGS NEWS OF THE BIG

PARAMOUNT TALKING PICTURES AND OTHER ATTRACTIONS BOOKED FOR YOUR

PUBLIX THEATRES AND BRINGS THE GREETINGS OF PUBLIX TO THE PEOPLE OF

YOUR CITY

PUBLIX THEATRES CORPORATION
1010 AM

2 CO-OPERATIVE AD PAGES IN NEWPORT

Two co-operative pages, one in The Daily News on "The Dance of Life," and the other in The Morning Herald on "Fast Company," were obtained by Manager David J. Dugan for these attractions at the Publix Paramount Theatre in Newport, R. I., recently.

On the Herald page the Strand Theatre and two radio stores were cut in, the newspaper giving free a full column of reading matter on the Paramount-Publix radio broadcast and the current pictures at the two theatres.

In addition to the News page, a contest tie-up was made with this newspaper on "The Greene Murder Case." A "mystery coupon" was printed in the paper and the first fifteen persons to present one with the correct solution of the film's mystery were given two passes to the theatre.

Many window tie-ups have been obtained in Newport recently, pictures of three of which are reproduced in another column of this issue. Two thousand roto heralds on "Why Bring That Up?" were distributed, cost of printing being defrayed by sale of ad space on the back page to merchants.

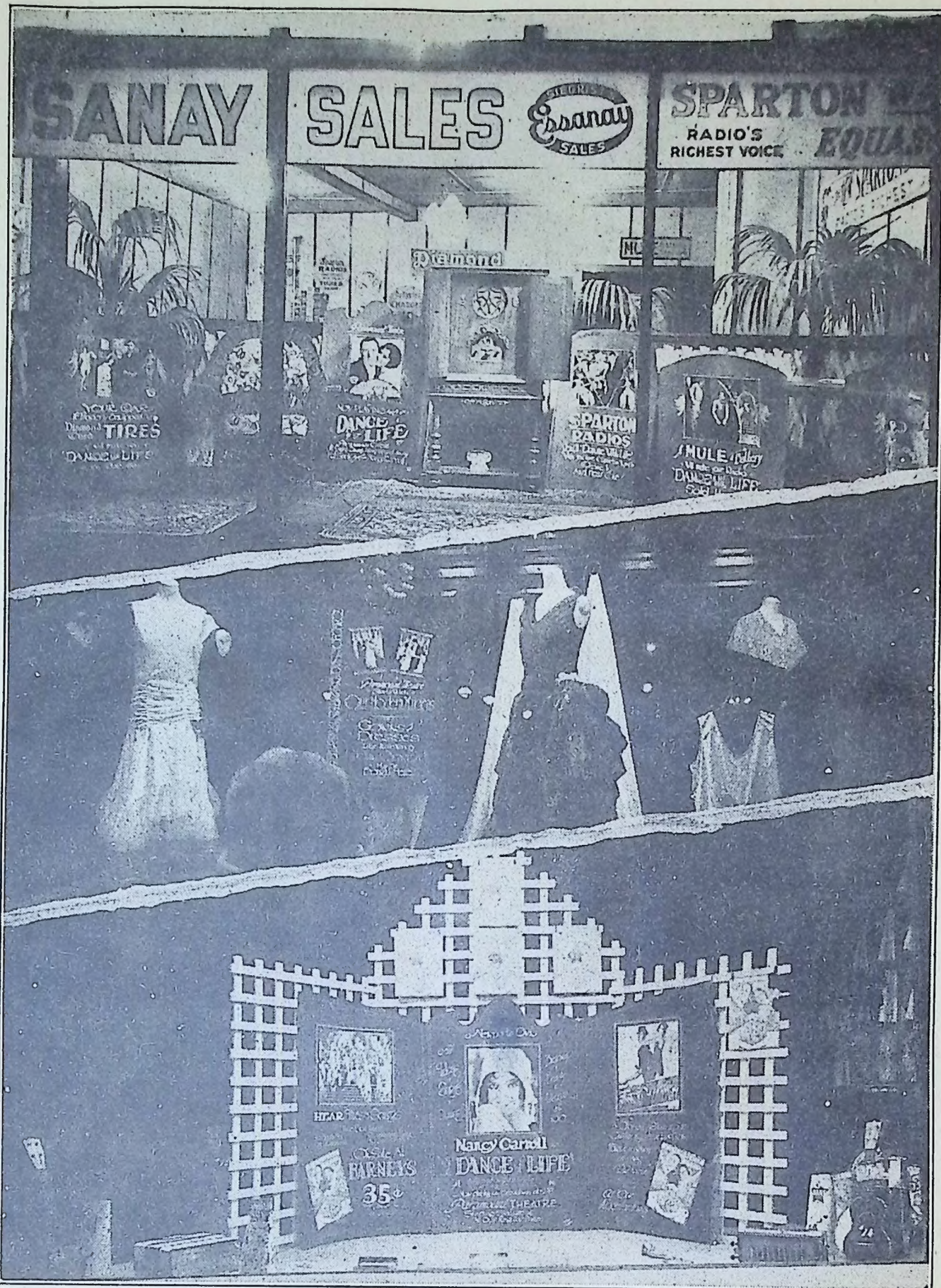
BIG TRAFFIC SIGN INSPIRES HOLMAN

To obtain public co-operation in observance of new theatre zone traffic regulations, a huge electric billboard, carrying Grover Whalen's signature as police commissioner, has been placed on the Broadway side of the Hotel Claridge at Forty-fourth street and Broadway, New York.

Russell Holman, advertising manager for Paramount, immediately utilized the sign as the basis for a page trade ad in "Film Daily," headed "We apologize, Mr. Whalen." Pictures of the crowded sidewalks in front of the Criterion and Rialto theatres, where "Applause" and "Why Bring That Up" are playing, were used in the ad with the explanation, "see the pictures yourself and you'll realize why the sidewalks are blocked." "We admit the walks have been jammed since these two sensational attractions started their runs," reads the ad, "But we pledge the Commissioner to use every source at our command to handle the crowds and to accommodate the thousands besieging the box offices."

NEWPORT MERCHANTS CO-OPERATE

Tie-ups with merchants for window space are the rule, rather than the exception in Newport, where Manager David J. Dugan gets such space for almost every picture that plays the Publix Paramount Theatre there. A radio store and a music store window on "The Dance of Life," and a clothing store display on "Our Modern Maidens" are shown herewith. Exploitation like this sells tickets. Are you getting your share?



EDITORIAL ON TALKIES AND MOVIES

Some of us flicked aside a va grant tear when the talkies invaded the realm of the silent drama. Gone, we feared, were the gold old stars we had enjoyed so long gone were Mary Pickford, Gloria Swanson, Richard Barthelmess, George Bancroft, Harold Lloyd, and the others whose shadows had moved across the skyline of our emotions. Instead, we reasoned, the stars of the speaking stage would take the place of our tried and true movie heroes and heroines because the stage artist would be more successful in the field of elocution. Thus we reasoned, but falsely.

The talkies staggering at first into the motion picture field, some striking, some missing their mark in the entertainment field—but they have made their mark through the successful work of the stars of the silent drama suddenly becoming vocal. And not any motion picture producer will tell you that his greatest profits in talking pictures have been made on those efforts starring some favorite who won reputation as a performer for the silent screen.

In addition, the talkies have brought to our attention unexpected abilities of our "silent" favorites. Who, for instance, would have imagined that Adolph Menjou could croon a sugary love song? Who would have had the temerity to arise with the statement that Gloria Swanson could strike your heart with the lilt of a sentimental ballad, or that the tomboyish Bebe Daniels could sing with rare success the tunes of the beautiful Rio Rita?

But all these things have happened, and many more which are equally as astounding.

In the hurry of film progress we perhaps, had never pondered the possibilities of those forced to suppress their other talents through the limitations of the medium through which they gained expression. But the emergency arose and the tried and true players before the voiceless camera were ready and eager for the progressive step.

Observers in the field of the motion picture predict that after the first excitement of the talkies has simmered somewhat, there will be a substantial return to the silent film. There is much discussion on this point, however, a survey of the proposed motion picture output for the coming year shows definitely that the talkies are in the vast majority on the production schedules of the major companies.

Some lament that at just the time the silent drama was being elevated to an art, the talkies stepped in and tumbled the entire fabric. This, for the nonce, may be true, but it seems that with the added element of speech the screen has the opportunity ripe for making this form of entertainment an even greater art.

NEW THEATRE FOR DENVER

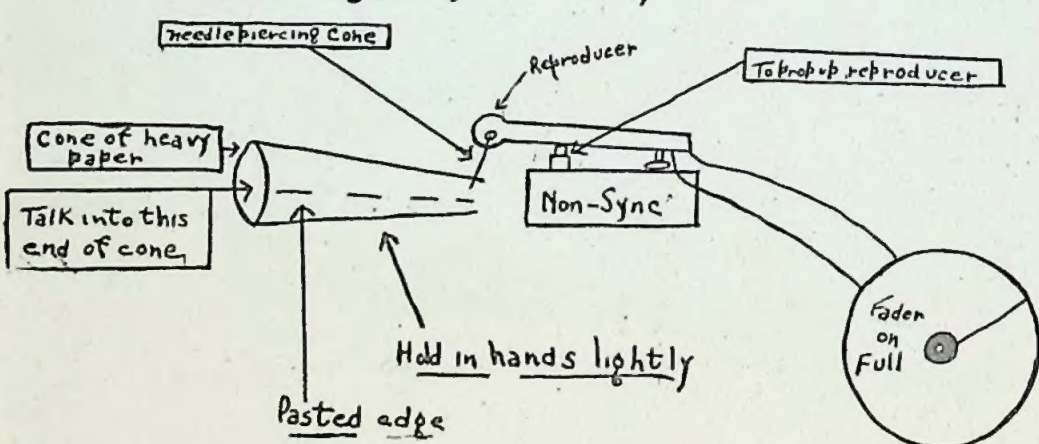
A fitting ceremony was arranged for the breaking of ground for the new Publix theatre opposite the Publix Denver theatre. The governor of the state turned the first spadeful of dirt, while photographers of the local paper took pictures of the affair.

Manager A. W. Baker of the Denver Theatre is planning stories in the local papers and together with the "shots" taken of the "breaking ground" exercises, is obtaining considerable space in the newspapers.

This Sketch Should Benefit Many Of You!

George S. Baker, manager of the Publix Newman Theatre in Kansas City, Mo., has contributed the sketch pictured below, to be used as a public address system in those theatres not equipped with microphone attachments. It can be used for sporting and political results, emergency announcements and the like. When talking through this novel mechanism, hold the "megaphone" cone lightly, so that the voice will vibrate the needle. Be sure the fader is on full when making all announcements.

Rough Sketch of Emergency P.A. System



Note: Cone about 12" long—one end open
6" diameter—other end open 1/2" diameter.

ONLY PRAISE FOR PUBLIX THEATRES

Harvey Cocks, manager of the Publix Capitol Theatre, Allston, Mass., received this commendatory letter which is self-explanatory, from a new resident of the town.

Management,
Capitol Theatre,
Gentlemen:

Being a new resident of this neighborhood I have visited your theatre several times, and as I believe in rendering praise where it is due, I am writing these few lines to express my appreciation of your commodious and comfortable theatre.

The pictures you produce are of a high grade order and leave little to be desired in that line. Not the least of your several attractions is your very fine organ, played in such masterly style by Mr. Cronin and the really excellent orchestra under the able direction of Mr. Kalis, both of which are real treats. I am a lover of clean shows and of good music well rendered. Both of these results are achieved by your splendid organization. Assuring you of Mrs. Fleming's and my continued patronage, and with best wishes for your prolonged and well-deserved success, believe me,

Yours sincerely,
Joseph Fleming

PARAMOUNT SIGNS AKINS
Zoe Akins, noted fiction writer, has been placed under a term contract by Paramount to write originals and adaptations.

Defines "Kibitzer" To Publicize Picture

In order to enlighten those people who are unfamiliar with the expression 'kibitzer,' Thornton W. Sargent, Jr., of the Publix-Skouras offices in St. Louis, runs a title on the following order each week: "Coming—'The Kibitzer.' A 'kibitzer' is a guy who parks his car in a two car space." Start teasing your patrons about this picture. Foster definition contests and the like.

KING TO STAR IN SHORT

Will King, the well-known Hebrew comedian, has been signed for one of the Paramount-Christie talking plays, tentatively titled "Weak But Willing," which will be an early release. King registered so well in a previous Christie production with Ford Sterling and Bert Roach in "The Fatal Forceps," that Christie signed him for the new picture which, by the way, is one of King's own stories.

HARLING NOW AT COAST

W. Franke Harling, recent musical director of Paramount's eastern studios, has joined the coast studio musical staff. His initial assignment will be an original operetta to be produced next year.

CEDAR RAPIDS CONTEST IS A WOW!

Manager Harry Herman produced a 'Working Girls' popularity contest that kept the Publix Paramount Theatre, Cedar Rapids, Ia. the front page of the leading paper for five successive weeks. The winner was awarded a free trip to Hollywood with her hotel bills paid. Cedar Rapids merchants donated luggage, shoes, clothing and other necessities. Rules of the contest were featured on the front page of the Cedar Rapids Republican for one week prior to the contest. The paper published an entry coupon which gave the contestant (any working girl over 18 years of age) 1,000 votes. Further prizes were obtainable only by clipping tickets to the theatre and sending them in. The number of prizes varied from 5 to 25, depending upon the price of the ticket. The daily newspaper coupon was good for one vote. Merchants employing the contestants, arranged numerous parties, ranging from 5 to 10 persons, in order to secure additional votes. The only cost to the theatre was the railroad fare to Hollywood, in return for which they received a two column advertisement or more on the front page for more than five weeks and a tremendous increase in patronage. The hotel in Los Angeles gave the winner a room, free, in return for one line mention in the paper during the contest. On the night the winner was announced from the stage, the receipts were increased at least \$100. Manager Herman was careful to stress that the prize consisted of a trip and hotel bills ONLY! No mention was made of trips through studios, screen tests or other dangerous inducements earned against in a former issue of PUBLIX OPINION.

Clever Trailer Copy!

When you have a clever trailer that you think could be adapted to other Publix Theatres, get your trailer-maker to assemble ONE FRAME OF NEGATIVE ON EACH OF ITS DIVISIONS and print it on photo-paper.

Then send it to PUBLIX OPINION with a letter, and we can show it EXACTLY as it is on your screen — type displays, contrasts, illustrations and all.

This is one of the biggest services you can give to your company! You thus multiply your brainpower 1200 times!!

Another Risky Press Stunt Costs Life

PUBLIX OPINION has repeatedly warned and cautioned publicity representatives not to indulge in publicity stunts that are hazardous to the performer and still more dangerous to the innocent bystanders. When accidents do occur, they result in legal suits which are almost impregnable. Unfavorable criticism and comment is also forthcoming from the press and public.

Rudy Cimino, a 'human fly,' lost his grip while descending on a rope from the roof of the forty-four story Civic Opera Building in Chicago, striking two onlookers, killing one and seriously injuring another. Hundreds of persons saw the fall, which terminated this precarious publicity stunt arranged by a news reel company.

The most successful publicity stunts are those which are performed in the safest manner. Remember that when you attempt your next stunt!

EDITORS TALK OVER PRESS AGENTS

Publicity, its evils and virtues, and particularly the practices of those who pretend to purvey it, were discussed in detail by a group in a New York restaurant recently. Opinions expressed by certain members of this gathering should prove invaluable to Publix showmen.

The group included Amster Spiro, the city editor of the New York Evening Journal; Sime Silverman, editor and owner of "Variety"; Hugh Kent, of the American Mercury; Bland Johnson, motion picture critic and columnist of The New York Daily Mirror; Pierre de Rohan, motion picture critic and columnist of The New York Morning Telegraph, and your editor, Benj. H. Serkovich.

"Editors do not shy in horror at the first hint of publicity," said Spiro, "Much publicity material is useful and informative. Press agents fill a very definite niche in the general scheme of journalistic things and could make their work of value to city editors if they proceeded intelligently."

Lack News Sense
"The drawback is that the average publicity man is not a newspaper man, and therefore has no sense of news values. They either have not had newspaper training, or have forgotten what knowledge they obtained. If their contributions were concisely written with an eye to their news and human interest value, they would add immensely to their welcome at the editorial desk."

"I am inclined to believe that less than ten per cent of present day publicity men have had newspaper experience of any kind," agreed Silverman. "Your true journalist recognizes certain fundamental essentials when he has a story to tell. Is it timely? Will it interest newspaper readers?"

Selling "The Return Of Sherlock Holmes"

By Russell Holman,
Advertising Manager, Paramount Pictures

Walk into a book store and you will find a whole section set aside for crime and detective stories. Book lending libraries tell us that detective stories are by far their most popular numbers. Witness the success of "The Canary Murder Case" and "The Greene Murder Case" on the screen.

By the same token "The Return of Sherlock Holmes" should click.

Like the Philo Vance pictures, it starts with a smartly executed murder. There follows the same exciting suspense as the clever detective solves the mystery. There is, however, a somewhat different technique followed than in "Canary" and "Greene"; in "Sherlock Holmes" the audience knows who committed the murder, though "Holmes" doesn't. The audience gets both sides of the battle of brain and brawn between "Holmes" and the master-criminals. It adds to the suspense and interest.

You sell:

1. The tremendous popularity of the "Sherlock Holmes" stories. You can work up a lot of interest around, "What's become of Sherlock Holmes? Would Holmes' methods seem old fashioned today? Could he cope with a dick like Philo Vance? Or the 1930-brand crook?"

2. The popularity of the stage play, "Sherlock Holmes," in which William Gillette starred.

3. The fact that in the picture Sherlock Holmes, for the first time comes to America. I see tabloid newspapers with headline, SHERLOCK HOLMES IN AMERICA! Noted Master Detective Here on Murder Trail! The trailer carries out this idea, with ship news reporters interviewing Holmes on his arrival in New York. The press sheet contains a couple of good gags around this idea, notably one with a telegram.

4. Clive Brook. Brook is as ideal a Sherlock Holmes as Bill Powell was a Philo Vance. He injects a quiet, humorous note into the character as well as impressing you as being mentally alert and resourceful. They will like him as Holmes. In the course of the picture Brook dons several disguises. Get the stills showing him disguised and hold a guessing contests as to what star it is.

5. Rest of the cast consists of Donald Crisp, well known player (remember "Broken Blossoms") and director; H. Reeves Smith, Betty Lawford (heroine of "Gentlemen of the Press"); Phillips Holmes ("Varsity" and other films); Harry Morey, very good as the devilish Moriarty, master crook. Picture was directed by Basil Dean, famous London and New York stage director.

6. The book store tie-up is obvious. Get windows of Sherlock Holmes books. You can't get tie-up with specific story used for picture because this is a 75% original yarn.

7. How about a Sherlock Holmes vs. Philo Vance contest? A contest to see who can remember the names of the most Sherlock Holmes stories?

How much space will it warrant? There can be but one criterion of good publicity copy and that is the space accorded it in any of the newspapers for which it is intended.

"Do any of these press agents ever visualize the editors for whom their copy is intended?" asked Kent. "When a writer prepares an article or a story for a magazine, he takes into consideration the character of the publication for which he is writing and the type of stuff which the editor prefers. He tries to keep it within a length which he believes his article merits in that magazine. If he didn't do these things, would he sell his stuff? He would not!"

"Over-Writing" Space
"Too many publicity writers work on the theory that every editor trims away two-thirds of all copy submitted to him," commented Miss Johaneson, "They believe that to obtain two inches of space, they must write copy enough for six inches. And that if they write enough stuff for sixty inches, they will obtain twenty. They wind up drawing a blank, because the editor is too busy to trim their lengthy guff, or to rewrite it."

"The average press agent is not only verbose, careless and lacking in news sense, but he is a dangerous menace to the reputation of the efficient minority of his craft," was de Rohan's summary. "To my mind, the sloppy, indifferent publicity man is a worse evil than the misguided genius who deliberately perpetrates fake stories. The latter eventually is detected and suppressed, while the former goes on and on for years and no one tries to educate him."

Paramount Pep Club Holds Annual Dinner

The ninth annual dinner of the Paramount Pep Club, an organization of Paramount officers and employees, was recently held at the Hotel Astor, New York.

Incoming officers installed are: Edward A. Brown, president; Fred L. Metzler, vice-president; Elmer R. Short, treasurer; Aldythe Reichenbeck, secretary. Russell Holman acted as toastmaster.

Slide Novelties For October Scheduled

The following tentative schedule of synchronized slide novelty releases for the month of October was obtained from the office of Boris Morros, general music director. All records are on 33 1/2 R.P.M. discs, to be used on regular Vitaphone equipment.

"If You Believed In Me," sung by Maurice Gunsby, Sept. 30. Time, 3 min., 20 sec.; cost, \$2.00.

"Love Me," sung by Chester Gaylord, Oct. 7. Time, 3 min. 15 sec.; cost, \$2.00.

"My Wife's On A Diet," outstanding comedy hit, Oct. 14. Time, 3 min. 2 sec.; cost, \$2.00.

"When The Real Thing Comes Your Way," song from "Illusion," Oct. 21. Time, 3 min. 18 sec.; cost, \$2.00.

"Little By Little," song from "Sophomore," Oct. 28. Time, 3 min. 12 sec.; cost, \$2.00.

NEW SYNCHRONIZED COLOR REELS INCLUDE:

"Garden In The Rain," a beautiful colored film novelty — interpreting the popular song "Garden in the Rain." This number has been especially recorded for use by Gene Austin. Time, 5 min.

"On The Shores Of Northern Africa," (in natural color), a beautiful scenic subject especially edited and synchronized. Time, 7 min.

"Scarface," (in natural color), an Indian Legend enacted by native Indians, with a special synchronized score. Time, 9 min.

Special O. E. Records on 33 1/2 R. P. M. Discs. These records, consisting of overtures, exit music, and trailer music on 33 1/2 r. p. m. discs — played on regular Vitaphone equipment. Each record consists of four selections. Cost: \$6.00 each record.

BRANHAM FOR KOERPEL

Chas. Branham, manager of the Alhambra Theatre, Birmingham, Ala., succeeds J. A. Koerpel as District Manager, with headquarters at the Tivoli Theatre Bldg., Chattanooga, Tenn. Koerpel's new assignment will be forthcoming. Jack Frost has been appointed manager of the Alhambra Theatre, Birmingham as well as city manager of that town succeeding Branham.

MORGAN, MORAN & MACK!

Here are pigeon's eye views of the crowds flocking to the Criterion and Rialto Theatres in New York to see the New Show World pictures which opened there recently. Helen Morgan is starred in "Applause" at the former playhouse, while the Moran & Mack feature, "Why Bring That Up?", is drawing them to the Rialto.



One can easily understand by a glance at this picture below why it became necessary to run a 23 hour continuous performance at the Rialto theatre in order to accommodate the vast crowds which hourly clamored for admission.



Aged and Sick
Immediately
Seated

The spot-seat idea, for the purpose of immediately seating aged people, cripples and all others physically incapacitated, which is in effect in all of the 1,200 Publix theatres, is another one of the factors which establishes such cordial relations between Publix and the public, Variety points out in a recent issue.

Doormen have been instructed to scrutinize closely, the incoming patrons as they present their tickets, and to inform an usher if any of the above mentioned persons enter. No matter how large the waiting line ahead may be, the unfortunates are given every preference and are either seated immediately or as soon as possible. Wheel chairs are at the disposal of the sick, besides medical attention from the house hospital staff.

NOVEL CONTEST FOR ST. PAUL

A "News Lingo" contest, promoted by J. Rosenfield, manager of the Publix Tower, St. Paul, Minn., with the co-operation of the St. Paul Daily News, procured considerable space in that paper for an entire week, giving prominent mention to the theatre and the coming picture, "In The Headlines."

Application blanks were given to each patron entering the theatre. The contestants were then to list as many newspaper technical terms as they knew. Prizes were awarded to the winners. A suitable mailing list was thus acquired as well as free space in the local paper.

Make sure that your staff reads
ALL of Publix Opinion every week.

TRICK MIRRORS GET ATTENTION

Trick mirrors, similar to those used in "mystic mazes" and "laughing galleries," are being employed successfully in Public theatre lobbies to exploit "Illusion." The double mirror below was used in the Paramount theatre in Omaha. Gene Curtis of New Haven not only utilized the other one for "Illusion," but kept it the following week for his stage show, "Believe It Or Not."



Publix Carries On Despite Big Flood

Heroic and unselfish labor was expended by the theatre staffs of both the Modjeska and Imperia theatres in keeping a constant vigil, for about 48 hours, to protect the interests of both theatres during the flood which swept over Augusta, Ga., and brought all business to a stand-still.

Due to the unforeseen catastrophe, F. J. Miller, City Manager, had to forego, temporarily, advantageous tie-ups with merchants and newspapers of the town.

Miller had personally sold fourteen page special section to the Augusta Herald for a Sale and Show week, prior to the flood. Even with the distressing misfortune, Miller obtained an eight page co-operative merchants ad together with practically three pages outside of the section.

The entire organization's commendations are extended to these untiring men down in Augusta, Georgia, who carried on despite such great handicaps.

Fair Officials Tie-up With Local Theatre

A tie-up with the leading fair in Anderson, S. C., has been completed by Arthur Swanke, manager of the Publix Strand Theatre, there. The fair board have consented to announce over the loud speakers, to the people waiting for the free acts, each afternoon and night, the daily and coming attractions at the Strand Swanke, for this, is allowing the fair officials the use of the theatre flag pole.

ANY AD-WRITER NEEDS EM!

Oscar Doob knows that anyone who prepares ads, needs an eye-catcher in it. So he looks over his stills on every incoming picture, and sorts out those that fit jewelers, haberdashers, furniture stores, or whatnot. He gets the ad man on the phone and breathlessly imparts the tip that he thinks he can get permission to use a swell photo of a current movie star in his ads. The ad man breathlessly takes up the chase, which Oscar always loses. Result, half-and-full-page tieup copy every day in every paper totalling complete coverage. It automatically gets window displays, too, simultaneously. Oscar is the circuit's ace non-hoofing merchandiser, and this is one of his BEST tricks. Use the phone, boys, and make 'em COME to see the still photo you're talking about.

WESTS TO DO ANOTHER

Following their successful appearance in "The Dancing Gob," Buster and John West have been retained by Christie to be featured in another talking play, which will be based on "Marching to Georgie," by Paul Gerard Smith. This will be produced within the next few weeks for a release by Paramount late this fall.

THANKS!

TO ALL MANAGERS:—

Nothing would please Ben Serkowich better than having to put on an extra man just to handle mail from the Omaha and Des Moines District.

It won't do anyone any good to keep their stunts and activities a secret—from now on, start shooting dope into **PUBLIC OPINION EACH WEEK!**

You all know how much good you get out of **PUBLIX OPINION.** It contains articles which pertain to every department in your theatre and a lot of good exploitation ideas to help you put over your attractions.

Clip out the "Sound Tips" and post them in your booth each week for your operators. Clip out articles on service and post them in your ushers' rooms. Anything that pertains to any department in your theatre should be read by each and every one in that department, not only this week and next week, but EVERY WEEK.

Evert R. Cummings.

BEG PARDON!

District Manager Nate Frudenberg of Des Moines, Ia., calls attention to an error in the issue of October 4, crediting him with suggesting a school tie-up. Herb Grove, City Manager in Rock Island and Moline, is responsible for the suggestion, which is already bearing fruit with the school officials of Rock Island.

SECOND HOLMES PICTURE

Following his appearance in "He Did His Best," for Christie, Taylor Holmes will again be featured in the series of Paramount-Christie shorts, his second being "He Loved the Ladies," from a sketch by Forbes Dawson. Prominently featured with Holmes will be Helene Millard and Albert Conti. A. Leslie Pearce will direct.

GREY'S NOVEL WILL TALK

When "Fighting Caravans," starring Gary Cooper and directed by Otto Brower is produced by Paramount, it will be the first time one of Zane Grey's novels will be made into a dialogue film.

SMART FOR WILLIAMS

Hugh Smart, formerly manager of the Empire, Montgomery, Ala., has assumed the management of the Imperial, Charlotte, N. C., relieving Dixon Williams, who is attending the Managers' School.

THE POSTER TALKS!

Talking posters in front of the Eastman Theatre in Rochester are the result of the combined thought of Jack Jackson, director of publicity, and Hother Spies, art director. They consist of shadow boxes, six of 'em, with transparency frames in back of which loud speakers are hooked up with the projection room, where Moran & Mack records were played. The stunt brought a special story in the local newspapers.



MERCHANDISING DRIVE MADE IN UTAH

One of the outstanding merchandising efforts on the circuit has been outlined for the last quarter of this year in Utah, according to Ralph Crabill, division director, who recently returned from there. The operations in Utah and Idaho are new Publix acquisitions.

Salt Lake City and Ogden will be key cities for a series of three monthly campaigns. The first, already launched, is a Greater Movie Season stunt based on the New Show World Idea. The mayor issued a proclamation and the merchants were tied-up with co-operative ads featuring the "come down town" slogan.

Streets were decorated, as well as marquees and lobbies; a series of institutional ads were run and coming product was exploited. Through the mayor, the campaign was tied into the Edison Week celebration later.

During November, the four Salt Lake City theatres will sponsor a cake baking contest, tied in with chain of groceries and with manufacturers of various brands of ingredients. Prizes valued at \$3,000 will be displayed in lobbies, cakes will be shown there and the cakes will be auctioned for charity after prizes are awarded.

A star guessing contest with a little different twist is planned for the month of December. Each week a reel of six stars will be shown on the screens, but the first and fourth reels will show pictures of only four stars. The remaining two in each reel will be identified solely from talking sequences, by their voice. Prizes will be awarded on Christmas Eve.

SOUND DEBUT

First sound program at the Publix Bijou Theatre in Decatur, Ga., was presented September 22. Sound equipment previously had been placed in the Empress and Lincoln Theatres.

FUTURISTIC LOBBY

To keep the people of Indianapolis aware of the "New Show World," George D. Tyson, Publicity Director of the Publix Indiana Theatre designed this effective and colorful futuristic lobby display that was on view for an entire month.



SHOOTING BYRD FILMS PROVES HAZARDOUS

Willard Vanderveer and Joseph Rucker, Paramount News cameramen assigned to "shoot" the Byrd Antarctic expedition, are experiencing many photographic and bodily hazards, brought about by the exceptional atmospheric difficulties of the Antarctic wastes.

Shots taken during blizzards have many times proven disastrous to the lighting effects used by the men, especially in exterior night scenes. Making pictures by night in the light of the flares is an unpleasant task, that only tends to make the men aware of how desolate and black the Antarctic night can become, and how deathly silent and cold it is when the lights do sputter and finally die.

The moving pictures taken of this great feat of progress of which 100,000 feet of film have been already taken, are one of the most valuable parts of the permanent records of the Byrd expedition. They will preserve graphically and historically the story of the first American 'Crusade' to spend a year in the Antarctic, and portray the tremendous difficulties and hazards encountered by these great benefactors of scientific research, and as Vanderveer and Rucker say, "As one so often says of a true narrative, it is hard to believe all of it. This is another world, and only the moving picture camera can give people a true idea of it."

LOCAL MERCHANT BOOSTS PICTURE

The General Electric Refrigerator Company of Chattanooga, Tenn., co-operated with Manager F. F. Smith in publicizing "Gold Diggers of Broadway" at the Publix Tivoli, by devoting their most prominent window to the display of an electric refrigerator, together with art cards, lobby posters, cut-outs, stills of the picture and copy concerning theatre and playdates. The refrigerator company also paid for a 65 inch ad in the local paper, with copy reading: "See—now playing at the Publix Tivoli. This splendid picture—and shows the all steel General Electric Refrigerator in actual use."

TALBERT PROMOTED

Robert Talbert, manager of the Ritz Theatre, Columbia, S. C., has been promoted to city manager.

BEST LOCATION IS FREE!

Nathan Silver of the "Rialto" in Lowell, Mass., spotted a blank space on the most prominent corner in town. An hour later, with the aid of Manager McAuliffe of the sign-shop, it was covered as shown.



RADIOLA TIE-UP AIDS MONDAY BOX OFFICE

The Publix Great States Circuit capitalized on Radiola Week by making a tie-up with local dealers in each town whereby the dealers furnished an all-electric Radiola to be given away in the theatre.

The dealers also furnished the coupons, tickets and trailer.

Manager Paul Witte at Decatur has now made another tie-up with the Majestic Radio for the Miss Majestic contest. His local newspaper is giving him wonderful co-operation. In addition, the three Majestic dealers in Decatur ran a page ad exploiting the event.

In each instance, when radios are disposed of in the theatre, the stunt is arranged for Monday nights when business is ordinarily slow in most of the towns.

MINIATURE TRACK PLUGS PICTURE

A most striking and unique display in the lobby of the Publix Strand, Spartanburg, S. C., managed by M. S. Phillips, attracted huge crowds during the run of "Speedway."

A large piece of upson board was constructed to represent an automobile race track. A small electric racing auto was placed on this miniature speedway. Stills and stories of history making automobile races, together with copy about the picture completed this attention getting display.

CHANGES IN DULUTH

C. H. Murray has replaced Louis de Wolf as manager of the Publix Strand Theatre in Duluth. Policy of the New Lyric has been changed from vaude-films to films and Manager William C. McCreary is transferred to St. Cloud to take charge of several Publix houses there.

Make sure that your staff reads ALL of Publix Opinion every week.

OF COURSE IT'S MUTUAL!

The letter reproduced below is self explanatory. Of course, the music stores are willing to cooperate with theatres in advertising hit songs from pictures, just as Publix Opinion has often told you.

W. T. GRANT COMPANY

DEPARTMENT STORES
455 SEVENTH AVENUE
NEW YORK CITY

September 21, 1929

Mr. Fredericks, Manager
Capitol Theatre
Pittsfield, Mass.,

Dear Sir:

We wish to express our appreciation for the co-operation you have given us in connection with the advertising of These Songs.

There is no doubt, but, what the splendid business we do in this department is partially due to this.

We feel that with your continued cooperation we can show even greater mutual benefit. We hope you will see the advantage of continuing this advertising.

Very truly yours,
W. T. GRANT CO.

YOU HAVE THE
MERCHANDISE
SELL IT!

Publix Opinion

The Official Voice of Publix

YOU HAVE THE
MERCHANDISE
SELL IT!

Vol. III

Publix Theatres Corporation, Paramount Building, New York, Week of October 25th, 1929

No. 7

Knowing ALL the facts about one's merchandise is the very essence of selling efficiency. The opportunity given Publix showmen by the new pre-view idea to acquaint themselves in advance with the product they are to sell should result in one of the greatest sales-stimuli the industry has known.—A. M. BOTSFORD, Director of Advertising and Publicity, Publix Theatres Corp.

"Leave no stone unturned to help Publix maintain the high standing it holds in the world of theatres."

Publix Opinion

Published by and for the Press Representatives and Managers of
PUBLIX THEATRES CORPORATION

SAM KATZ, President

A. M. BOTSFORD, Dr. Advertising

BENJ. H. SERKOWICH, Editor

J. ALBERT HIRSCH, Associate Editor
Contents Strictly Confidential

WHAT MAKES A JOB GOOD?

John F. Barry, head of the Publix personnel department, carries in his pocket a copy of the following editorial by Bruce Barton. Every time he talks with an applicant, this editorial is produced at some time during the interview, perused and discussed. Because of its message, the significance of which will be grasped readily by each Publix showman, it is reprinted here.

One morning the elevator starter was breaking in a new elevator-boy. At noon the new boy was running the car alone. He had on a uniform and was starting and stopping with the confidence of a veteran. From apprentice to professional in a couple of hours.

What thoughts are in that young fellow's head as he receives his instructions from the gray-haired veteran? How can he fail to look forward and see in the older man a picture of himself twenty years from now?

He is taking up a low paid job—a job with no future. Twenty years from now he will be just where he is today—only older and with a grasp on the job that is somewhat less secure. His experience will count for nothing, because it is experience that any one can gain in a couple of days.

He may, from time to time, force an increase in his pay. But the increases will not be large. Why?

Because he learned the job in two days. And in any other two days the company can find plenty of men who will learn just as fast.

Recently I met in a hotel restaurant a friend of mine who has just come back from England after taking special work in surgery under some of the greatest men in the world.

He is thirty-one years old; it is fourteen years since he entered college. For ten of those fourteen years he has been in medical schools, in hospitals and in foreign countries studying.

Fourteen long years of hard, uninterrupted study. Years made more difficult by the necessity of self-support, and filled sometimes with questionings, as he has seen his college classmates moving forward to their places as well-paid physicians while he lingered still in school. But he has acquired a specialized training such as only a few other men in New York possess.

He will begin life with an income of several thousands; he will pay back his educational debts in a couple of years; in ten years his income will be tens of thousands.

Fourteen years of his life went into the mastery of his profession. But he need have no fear of losing what he has gained. No other man can displace him, except at the cost of fourteen years of work.

I would not say one word in depreciation of honest toil in humble places. The routine activities of life must be carried on: the world has need of elevator men and motormen. And, according to the loyalty and courage with which these do their work, they are entitled to gratitude and respect.

My quarrel is not with the elevator boy who cannot be anything but an elevator boy, but with the boy who might fill a larger place in life if only he were not too lazy to try.

"The gods sell anything to everybody at a fair price," said Emerson. And when he said it he epitomized the philosophy of business.

The job that the gods sell for two hours' training is worth just what it costs. Only that job is worth much which has tied to it the price-tag of constant, unceasing study and work.

If the logic in this editorial is sound—and it is practically impossible to dispute it,—then every Publix showman is indeed a fortunate individual. For the art of showmanship, as measured by Publix standards, is so intricate, so rich in possibilities, and so vast in scope that the reward is limitless for those who attain perfection in it. Veteran showmen of fifty years standing still say they have plenty to learn. As Mr. Katz once declared in a former issue of PUBLIX OPINION: "I don't believe any one of us in Publix is so smart that he is ready to close up the book of show-business as something he knows completely. The book never closes. There is always something new!"

SOUND TIPS

From Publix Department of
Sound and Projection.
HARRY RUBIN, Director

SOUND BULLETIN NO. 31 Some Common Faults in Filling Out Weekly Projection Room Reports

Zero on your horn panels does not mean "OFF." Zero means full volume. The figures on the horn panel were originally designed to indicate the amount of impedance (impedance is AC resistance) cut into the circuit. "O" means no impedance. Therefore, full volume. Projectionists should be very careful never to write in "O" when they mean "OFF," in giving horn settings on their reports. To do so leads to misunderstandings, of which a number have already arisen thru this cause. When you mean "OFF"—write "OFF," or use the sign "—"

Do not use "A," "B," or "C" to describe your horn settings. A, B and C settings are different for every house. Give the actual setting.

Do not write "Normal" for meter readings. Give the figures.

Do not write in "Normal" or "Cues" for fader settings. Give the maximum and minimum for each subject, "5—8" for example, or whatever it may be.

If you do not fully understand the meaning of the readings under "amplifiers"—and many projectionists, to judge by their reports, still do not—find out. Your ERPI service engineer can tell you. A letter to Harry Rubin, Supervisor of Projection and Sound, Paramount Building, New York, will receive prompt attention and a careful answer, and will be appreciated. It's easy to find out, don't send in your data all mixed up and meaningless because you don't understand.

Above all—fill out the report completely. Every item left blank means that the report has lost that much of its intended value. The following items are most frequently omitted.

Film B Battery Voltage. Bad B batteries are a frequent source of movietone trouble.

Charging rates. Overcharging will shorten the life of any battery.

Receivers (Horns and Units)

Amplifier Readings. The following call for multiple readings: "plate mills" on the 8B, the 41A and the 46B amplifiers—three readings. "Plate mills" on the 9-A—two readings. Filament amperes and plate volts for the 8B—two readings. Two 43-A amplifiers call for two readings. In the past one reading under each of these heads has been all too common. Please give ALL the readings.

Non-Sync Equipment: If not in use, it is alright to say so. If in use, please see that the questions under this heading are answered. If you cannot answer them yourself, request the manager to give that part of the report filled in by the person who takes care of the non sync, having him instructed for the purpose by the Electrical Research service engineer, if necessary.

FILE THIS! IT WILL HELP PLAN PROGRAMS

Watch Publix Opinion for this service in every issue! Watch the trade papers for it, too!

LENGTH OF FEATURES

Record No.	Subject	Make	Foot-age	Runn'g Time
	Return of Sherlock Holmes—8 reels (AT).....	Paramount	6837	76 min.
	13th Chair—8 reels (AT).....	MGM	6500	72 min.
	Girl From Woolworth's—7 reels (AT).....	1st National	6000	67 min.
	Is Everybody Happy—9 reels (AT).....	Warner	7300	81 min.
	Saturday Night Kid—7 reels (AT)—All Talking.....	Paramount	5627	63 min.

LENGTH OF TALKING SHORTS

PARAMOUNT				
	Pining Pioneers (Bruce Scenic).....		900	10 min.
	Mountain Melodies (Bruce Scenic).....		970	11 min.
	Sweetie (Trailer).....		260	3 min.
	News No. 23.....		900	10 min.
WARNER				
890	C. Hackett.....		515	6 min.
821	Bert Wheeler in Small Timers.....		845	9 min.
891	Burns & Allen, Lambchops.....		700	8 min.
882	R. Williams, Moments of Mimicry.....		640	7 min.
878	Kiddies Kabaret.....		635	7 min.
881	E. Miller One Man Quarett.....		635	7 min.
883	Clifford & Marion, Just Dumb.....		560	6 min.
884	Moran & Challis, Shake It Up.....		600	7 min.
889	Murray & Oakland, Hall of Injustice.....		737	8 min.
888	Durke & Durkin, Tete a Tete in Songs.....		657	6 min.
896	Aubrey & Co., Night in the Bowery.....		750	8 min.
RKO				
	Black and Tan.....		1700	17 min.
ADVANCE TRAILER CORP.				
	True Blue Lou.....		440	5 min.
Length of Synchronous Shorts				
PARAMOUNT				
	Noak's Lark (Talkatone).....		685	8 min.
	Old Grey Bonnet (Song Cartoon).....		595	6 min.
PATHE				
	Audio Review No. 28.....		970	11 min.
	Audio Review No. 26.....		880	10 min.
Length of Non-Synchronous Shorts				
PARAMOUNT				
	News No. 25.....		795	9 min.
PATHE				
	Review No. 41.....		750	8 min.
CASTLE				
	Flinging Feet.....		715	8 min.

PRACTICAL STUNTS IN PARAMOUNT PRESS SHEETS

In order to insure real practical exploitation from the theatre managers view point in the Paramount press sheets, Russell Holman, Paramount Advertising Manager, has gotten the services of Rowan Miller, Publix showman from Lincoln, Nebraska, who is concentrating on the preparation of this material.

This exploitation is conceived from the angle of a practical showman. None of it is extravagant, fantastic or over-expensive. Most of the material has been used by Miller himself to a practical advantage.

An example of this may be seen on pages 4 and 5 of the press book on Clara Bow's "The Saturday Night Kid." The two pages are divided into captions indicating the various media which particularly lend themselves to the exploitation of this picture. Some of these are Department Stores, Radio, Alarm Clocks, Street Cars etc.

Does a copy of Harry Rubin's "Sound Tips" go to your projection room every week?

AT YOUR NEW YORK THEATRES.

WEEK OF OCT. 25

THEATRE	PICTURE
Paramount.....	Sweetie
Rialto.....	Why Bring That Up?
Rivoli.....	Welcome Danger
B'klyn Paramount.....	Sweetie
Criterion (82).....	Applause

Make sure that your staff read ALL of Publix Opinion every week!

SOMETHING TO THINK ABOUT!

Here's something to think about!

Although the figures are not exact, it is estimated that there are approximately 125,000 persons on the Publix Payroll, in the 1,200 theatres that operate under the trademark of "the world's largest and greatest theatre circuit."

This vast army of showmen represents nearly 100 different grades and ranks of importance. Publix policy is to promote from within its own ranks. The rapidity of enlargement and expansion is constantly advancing the employees on the top, which automatically demands promotions all the way along the line.

No other industrial organization in the world can make the same optimistic showing of benefits to individuals, that is possible in Publix.

The surest way to promotion is to teach your job to the chap next in line, so that your promotion can come without disrupting the organization.